

National Diabetes Education Program

Community Partner Evaluation of November 2009 Revised *Control Your Diabetes. For Life.* Campaign

Highlights

In July 2009, **more than 300 partners** received a packet of materials to promote the revised *Control Your Diabetes. For Life.* campaign, which launched in November 2009.

53 partners took advantage of a special offer to receive free bulk materials to promote the campaign.

40 partners who received free materials completed an evaluation of the campaign materials and November activities.

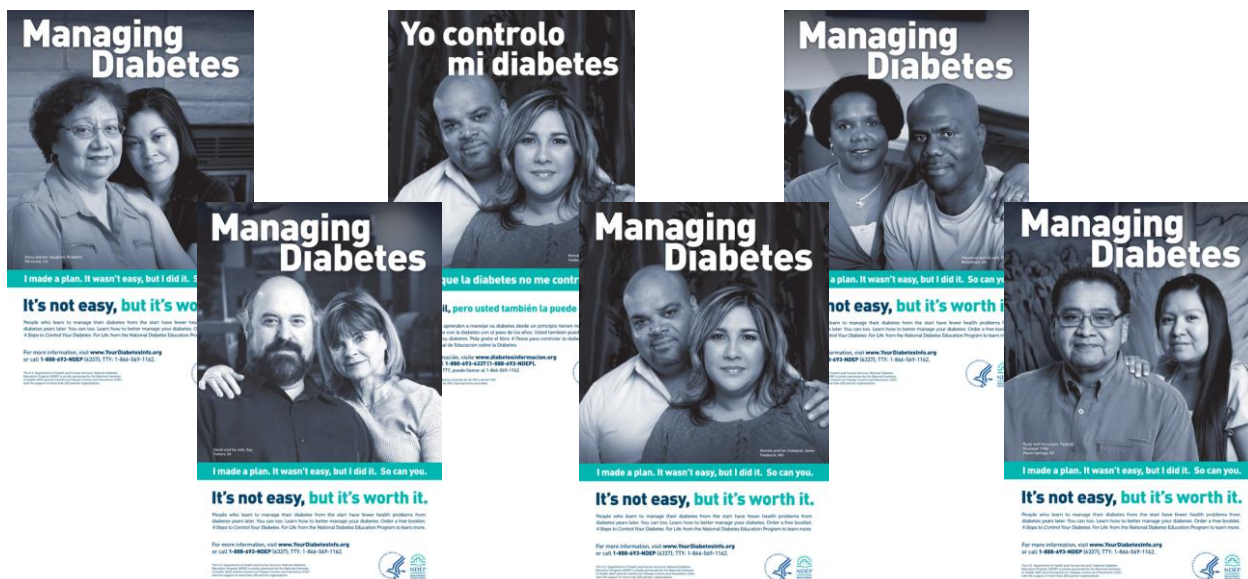
Reach:

- Based on these responses, partners reported that they reached approximately **76,000 people in 20 states.**
- **More than two-thirds** of respondents said they planned to continue promoting the campaign beyond November.
- Campaign media impressions totaled about **1.4 million** as of December 18, 2009.

January 14, 2010

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Background

In July 2009, more than 300 partners received a package with materials to promote the revised *Control Your Diabetes. For Life.* campaign, in preparation for the November 2009 launch. The package included campaign posters and a promotions CD with the following materials: printer-ready poster files, feature article, news release, talking points, fact sheet, ideas for implementation, radio PSA script, e-newsletter blurb.

To encourage partners to use these materials and promote the campaign in their communities, partner were able to receive free, bulk NDEP campaign materials prior to the campaign launch. Materials included: the six new campaign posters, *4 Steps* booklets, and *Tips to Control Your Blood Sugar* tip sheets in both English and Spanish. Partners could receive up to 250 copies of each booklet/tip sheet and up to 50 copies of each poster.

Partners who received the materials completed a participation form outlining how they would promote the campaign and incorporate campaign messages in their outreach, the target audience, anticipated campaign reach, and the materials request. Partners agreed to complete an evaluation of the campaign materials and their promotion activities by December 5.

On August 27, staff led a conference call with partners to discuss ways partners could promote the campaign in their community. Several partners gave examples of how they were planning to use the materials for the November campaign and beyond to encourage partner participation.

Participating Partners

53 partners completed forms to receive free materials.

40 partners, from the organizations listed below, completed an evaluation of the campaign materials and November activities.

Based on these responses, partners reported that they reached approximately 76,000 people in 20 states.

32.5 percent of respondents participated in the August 27 call or listened to the recording. 84.6 percent of these respondents found the call helpful.

Alabama Diabetes Prevention and Control Program, Montgomery, AL
American Dietetic Association, Walker, MI
Arizona Department of Health, Phoenix, AZ
Baker County Health, Macclenny, FL
Big Bend Rural Health Network, Tallahassee, FL
Bismarck Burleigh Public Health, Bismarck, ND
Children's Medical Services, Cordele, GA
Citrus Health Network, Inc., Hialeah, FL
Claxton-Hepburn Medical Center, Ogdensburg, NY
Columbia County Community Healthcare Consortium Inc., Hudson, NY
Community Health Improvement Center, Decatur, IL
Connecticut DPH, Hartford, CT
Crockett Hospital, Lawrenceburg, TN
District 2 Public Health, Gainesville, GA
Duval County Health Department, Jacksonville, FL
Escambia County Health Department, Pensacola, FL
Family & Consumer Science-Extension Agent, Dallas, TX
FDOH/Indian River County Health Department, Vero Beach, FL
Florida Department of Health, Jackson County Health Department, Marianna, FL
Heart Center of Greater Waterbury, Waterbury, CT
Hospital of Saint Raphael, New Haven, CT
Hudson River HealthCare, Inc., Peekskill, NY
Indian Health Services, Albuquerque, NM
Jefferson County Diabetes Program/Sweet Spirits Support Group, Beaumont, TX
JPS Health Network, Mansfield, TX
KY Diabetes Prevention and Control Program, Frankfort, KY
Medcenter One, Bismarck, ND
Mercer County Health Department, Aledo, IL
New York State Diabetes Campaign, New York, NY
NYS Academy of Family Physicians, Albany, NY
Pine Hill Health Center, Pine Hill, NM
Seabasticook Valley Hospital, Pittsfield, ME
Seminole County Health Department, Sanford, FL

Sierra Nevada Health Care Systems, Veteran's Administration, Reno, NV
Southwest District Health, Caldwell, ID
Texas Diabetes Prevention and Control Program, Austin, TX
VA Business Coalition on Health, Virginia Beach, VA
Virgin Islands Department of Health, Christiansted, VI
Virginia Diabetes Prevention and Control Project, Richmond, VA

Materials Usage

The most frequently used materials were the posters, fact sheet, talking points and news release.

- 75% used posters
- 50% used fact sheet
- 32.5% used talking points
- 20% used news release

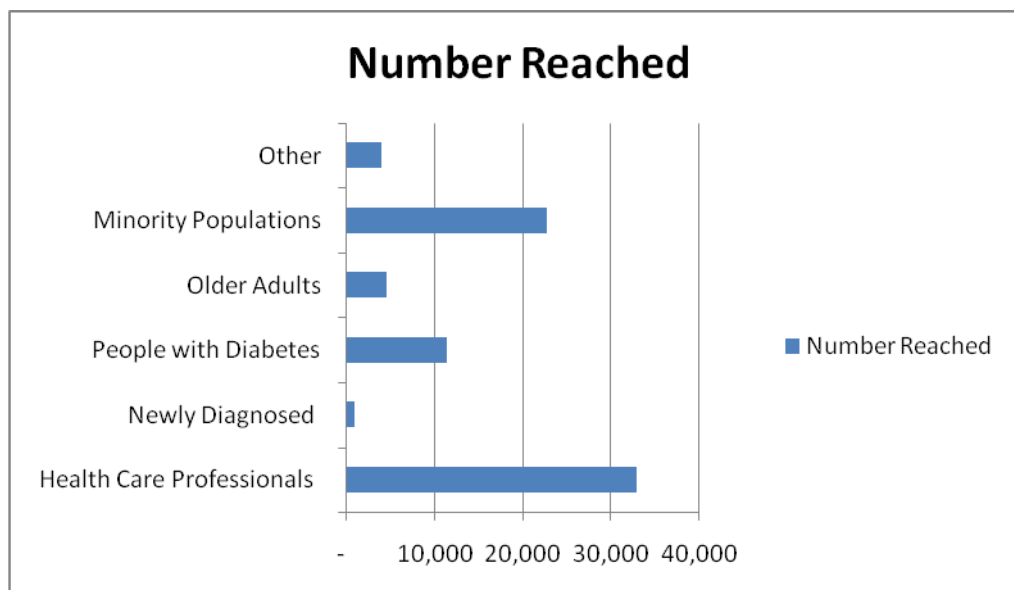
The least used materials were the e-newsletter blurb and the feature article.

Suggestions for additional materials to promote the campaign included bilingual fliers or brochures, a summary sheet targeting providers, and diabetes screening tips.

Target Populations

An estimated 76,000 people were reached as a result of partner promotions.

- Health Care Professionals: 33,018 (43%)
- Newly Diagnosed: 867 (1%)
- People with Diabetes: 11,373 (15%)
- Older Adults: 4,498 (6%)
- High-Risk Minority Populations: 22,787 (30%)
- Other: 3,891 (5%)



Media Outreach

Respondents were asked to provide information about media coverage obtained. Staff will follow up with respondents to get more information about media coverage, and continue to monitor media clips.

Respondents noted the following types and outlets of media coverage:

- Phoenix, AZ:
 - Univision (TV) and Presna Hispana (newspaper)
- New Haven, CT:
 - Print and web publicity
- Kentucky:
 - Billboards reached 261,000
 - Community displays reached 45,235
 - TV ads reached 66,550
 - Radio ads reached 25,000
 - Print media (newspapers/newsletters) reached 469,660
 - Payroll stuffers sent to 32,770
 - Movie theater messages reached 329,000
 - Websites reached 1,500
- Aledo, IL:
 - Radio PSA on WRMJ
- Decatur, IL:
 - TV and newspaper coverage of “Language of Lungs Health Fair”
- Macclenny, FL:
 - Radio PSAs on WQIK and WJXR
- Beaumont, TX:
 - Radio PSAs on KHLB
- Lawrenceburg, TN:
 - Announcement of event in local newspaper
- Gainesville, GA:
 - Event announcement in AccessNorthGA.com

Suggestions for Consideration

Respondents gave the following suggestions for additional or alternative opportunities to promote this campaign:

- Make bulk quantities of materials available
- Announce plans before state grants are due
- Coordinate messages with other organizations, like ADA and World Diabetes Day, so everyone is promoting the same thing at the same time
- Start promotion earlier so people at rural/understaffed sites have plenty of time to prepare
- Continue to provide multiple copies of materials in English and Spanish for distribution in the workplace
- Keep website user friendly

- Send out promotional items related to diabetes, such as magnifying glasses, pens, pedometers
- Create online YouTube videos, highlighting people who are featured in posters

NDEP will consider these suggestions while planning National Diabetes Awareness Month 2010.

77 percent of respondents plan to continue their promotions past November. They listed the following on-going activities:

- Promote the ABCs messages throughout the year
- Distribute materials to civic groups, senior citizen groups, worksites, physicians offices (especially in rural areas)
- Post materials on website, link to NDEP website
- Post fliers in public areas, add messages to health ministry print materials for distribution to congregations
- Share NDEP newsletters with health care organizations and health reporter at local newspaper
- Keep posters up, distribute at events, continue distributing materials at screenings
- Prepare radio and TV ads
- Include NDEP materials and messages in press releases
- Continue cinema, radio and website ads for one year, and newspaper ads for three months
- Continue to distribute materials at community health fairs, diabetes support groups, and clinics
- Promote materials at conferences
- Distribute materials at churches implementing Body and Soul program

Indian Health Service Evaluations

The Indian Health Service was provided with 1,500 “Rudy” campaign posters, *4 Steps* booklets, and *Tips to Control Your Blood Sugar* tip sheets in English and Spanish to send to their clinics and health care facilities. IHS distributed these materials, as well as some of the promotional materials (diabetes program blurb, UKPDS fact sheet, newspaper fact sheet, feature article, radio PSA, full-page ad), and asked staff to send in a one-page evaluation of the materials. Twelve evaluations were completed.

The materials most frequently used by the respondents were the campaign posters, the newspaper fact sheet and the feature article. The full-page ad was the least-used material.

The most common targets for outreach were American Indians/Alaska Natives with diabetes, and obese American Indian and Alaska Native adults and children.

Respondents gave the following suggestions for additional tools:

- More visuals, including graphs
- Cartoons or comic strips, to make it fun and reach children
- More posters featuring Native Americans
- Stories about people who have their diabetes under control, people who do not have their diabetes under control, and how control impacts the body
- Materials for Native American children

Case Studies

Anne Thurland, *Virgin Islands Department of Health*
Christiansted, VI

Anne targeted African Americans and Hispanics by adapting the campaign materials and messages in newspaper ads, newspaper articles, radio and cinema ads, and the Virgin Islands Diabetes Prevention and Control Program website. Cinema, radio and website ads will run for one year, starting in December. Newspaper ads will run for three months, starting in December.

Agnes McMurray, *Big Bend Rural Health Network*
Tallahassee, FL

Agnes promoted the campaign at 15 local African American churches. At each church, campaign posters and tear-off fliers were placed on bulletin boards, and pastors received the campaign talking points for use in their Sunday service comments. She also partnered with Merck Pharmaceuticals, the Tallahassee Memorial Hospital Diabetes Center, and the Madison County Health Department to provide three sessions of the Merck Conversation Map Diabetes Education Program.

Linda Leber, *Kentucky Diabetes Prevention and Control Program*
Frankfort, KY

Linda partnered with the local health department, the department of public health's communications office, the Kentucky Diabetes Network, and local diabetes coalitions to target health care professionals and high-risk minority populations, specifically in Appalachia.

Linda incorporated the campaign messages in their ABC campaign. She displayed materials at health fairs, the statewide diabetes symposium, meetings and community events. She created billboards and movie theater ads, had articles placed in local newspapers and newsletters, posted campaign messages on community marquees and partner websites, placed television and radio ads, and created payroll stuffers for all state employees with the campaign message. She also included campaign information in presentations to the public and professional groups.

Events where the campaign was promoted include: the Kentucky Diabetes Network's quarterly meeting (November 6, Louisville, KY), and the 2009 Diabetes Symposium (November 19, Newport, KY).

Debra Williams, MD, *Jefferson County Diabetes Program*
Beaumont, TX

Debra partnered with parish nurses to disseminate NDEP materials to churches. She estimates that this on-going effort will reach between 20,000 and 30,000 people through churches. Debra also

incorporated campaign materials in diabetes self-management and nutrition classes, and had the radio PSA aired on local station 102.5 throughout November.

Events where the campaign was promoted include: self-management and nutrition classes at Jefferson County AgriLife Extension Office (November 3, 10, 17), key-note address (November 14, Orange, TX), distribution of materials at House of Prayer Church (November 18) and Camp Nurse retreat (November 17, Newton, TX).

***Richard Kropp, Texas Diabetes Prevention and Control Program
Austin, TX***

Richard had the campaign posters mounted for display at conferences and provided NDEP education materials and order forms for healthcare professionals. He also modified the campaign poster image to create a web graphic for the Texas Diabetes Prevention and Control Program website, promoting the campaign and NDEP website to people with type 2 diabetes.

Events where the campaign was promoted include: “An Update in Managing Diabetes in Texas,” presented by the Texas Chapter of the American Association of Clinical Endocrinologists and the Texas Diabetes Council (October 31, Tyler, TX), and the Houston Regional Diabetes Health Disparities Roundtable (November 20, Dallas, TX).

***Kristy Smithson, Association of American Indian Physicians
Oklahoma City, OK***

Kristy engaged more than 1,000 partners from different health and community sectors, both tribal and non-tribal. She incorporated the campaign messages on the AAIP website, the E-Legacy newsletter for partners, the hardcopy Legacy newsletter for partners, and a quarterly partnership mailing, in which posters were reprinted with AAIP information. She offered to send partners poster files on a CD for them to reprint.

Events where campaign materials were distributed in October and November include: Oklahoma City Downtown Library Native American Festival (Oklahoma City, OK), Pathways into Health Conference (Sky City, MT), DETS Training (AZ), Alaska Federation of Natives Conference (Anchorage, AK), NIEA Conference (Milwaukee, WI), Diabetes Update Conference (Norman, OK), Cheyenne and Arapaho Elders Conference (Clinton, OK), John Christopherson’s Diabetes Open House (Agency Village, SD), Indian Youth Career Day at the University of Central Oklahoma (Edmond, OK), and Go PRO Family Fun Day (Holdenville, OK).